

2009-2010 REFERENCE SHEET FOR MARKETING

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Virginia Department of Education Web Site: www.doe.virginia.gov

Teacher Licensure: <http://www.doe.virginia.gov/VDOE/Compliance/TeacherED/nulicvr.pdf>

Marketing Web Site: <http://www.doe.virginia.gov/VDOE/Instruction/CTE/me/>

State Approved Marketing Equipment List:

<http://www.doe.virginia.gov/VDOE/Instruction/CTE/regulations/equipment.html>

CTE Web Site: www.doe.virginia.gov/VDOE/Instruction/CTE/

Cooperative Education Forms and Reports: <http://www.doe.virginia.gov/VDOE/Instruction/CTE/co-op/>

Teacher Professional Organization VAME: www.vame.org

CTE Resource Center (for course descriptions, competencies, frameworks, VERSO):

<http://www.cteresource.org/>

CTE Administrative Planning Guide (approved course sequences, certifications, etc.)

<http://www.cteresource.org/apg>

Course revisions completed in 2008-2009 for implementation in 2009-2010

- Fashion Marketing (8140) ; Advanced Fashion Marketing (8145)
- Entrepreneurship Education – 18-week course was dropped (9093). Newly revised 36-week course took the 9093 course code
- Advanced Entrepreneurship Education – new course; now a complete sequence; course code 9094. Entrepreneurship Education (9093) and Advanced Entrepreneurship Education 9094 are now a complete sequence
- Internet Marketing (8125)

Course revisions planned in 2009-2010 to be implemented in 2010-2011

- Marketing Management (8132), Global Marketing and Commerce (8135); Advanced Global Marketing and Commerce (8136) and Financial Services Marketing (8180)

Upcoming Events

Joint/VAME Summer Institute, Richmond, VA , August 2-5, 2010

Virginia DECA Day, October 14, 2009

DECA State Leadership Conference, Norfolk, VA, March 12-14, 2010

DECA International Career Development Conference, Louisville, KY, April 24 – April 27, 2010

To be added to the marketing listserv, contact Sharon.acuff@doe.virginia.gov.

Industry Credentialing Results for 2008-2009

Certification in Customer Service – 4,576 attempted; 3,832 passed for 83.74%

Sales Certification – 372 attempted; 325 passed for 87.37%

Total – 4,948 attempted; 4,147 passed for 83.81%

Industry Credentialing Opportunities by Course:

For all marketing courses: Workplace Readiness Assessment (NOCTI) and IC³ Certification (Certiport) (Living On-Line is recommended)

For the following marketing courses; 8125, 8120, 8130, 8135, 8136, 8140, 8145, 8160, 8162, 8165, 8167, 8175, 8176, and 8180: Customer Service and Sales Certification (NRF)

For Advanced Marketing courses (8130, 8132, 8136, and 8145) If not using Customer Service and/or Sales Certification, you may use Retail Trades (NOCTI)

(OVER)

For Hotel Marketing (8160): Those listed below and/or Customer Service and Sales Certification:

- Lodging Management Program Certification, Level 1 (AH&LA)
- START Certification (Hospitality Skills) (AH&LA)
- Lodging Management Program Certification, Level 2 (AH&LA)
- Hospitality Management—Food & Beverage Assessment (NOCTI)
- Hospitality Management—Lodging Option Assessment (NOCTI)

For Advanced Hotel Marketing (8162) Those listed below and/or Customer Service and Sales Certification:

- Lodging Management Program Certification, Level 2 (AH&LA)
- START Certification (Hospitality Skills) (AH&LA)
- Hospitality Management—Food & Beverage Option Assessment (NOCTI)
- Hospitality Management—Lodging Option Assessment (NOCTI)